



February 26, 2023

Senator Rick Lopes, Co-Chair  
Representative Joseph P. Gresko, Co-Chair  
Environment Committee  
Legislative Office Building, Room 3200  
Hartford, CT 06106

RE: Support for the EPR Provisions of HB 6664, An Act Managing Waste and Creating a Waste Authority

Dear Co-Chairs Lopes and Gresko, Vice Chairs Hochadel and Palm, and Members of the Committee:

Thank you for the opportunity to submit testimony in **support of the EPR provisions of HB 6664**. My name is Wes Carter and I'm the President of Atlantic Packaging, the largest privately owned packaging company in North America, and I am proud to support this bill. We serve Fortune 500 companies across industries from e-commerce to food and beverage to consumer goods and more. We work daily with these companies to use less packaging and transition them to more recyclable, sustainable materials.

In our experience advising hundreds of companies on packaging, I've found that almost all our customers genuinely want to move to more sustainable packaging. However, time and again they raise the concern that moving to more sustainable packaging is expensive to them. Using difficult-to-recycle materials is simply cheaper right now. **What these companies want is a more level playing field for sustainable packaging.** If the prices were closer, they could make the move to more recyclable packaging quickly. **Packaging EPR is an effective policy tool to level the playing field to incentivize these companies to use more recycled and recyclable packaging.**

Opponents of packaging EPR argue that it will lead to increased consumer prices. None of my interactions with consumer goods companies leads me to think that is true. EPR is an elegant solution because it is still a market-based mechanism to spur innovation towards more sustainable packaging. The competition between these companies is still there, and everyone is still on the same playing field of costs they are facing. Because of the ongoing competition, these companies still have the same incentives to beat their competitors on price. I see the rising prices argument as an empty excuse to avoid making this critical change.

As an avid surfer and outdoorsman, I have no doubt that enacting policy solutions like packaging EPR is the right thing to do. As a businessman, and the third-generation owner a packaging company, I have an incentive to keep my customers in business, and I strongly believe that enacting packaging EPR is also the *smart* thing to do to level the playing field for sustainable packaging.

We respectfully urge the Committee to report out HB 6664 favorably.

If you have any questions, feel free to contact me at [wesc@atlanticpkg.com](mailto:wesc@atlanticpkg.com).

Sincerely,

Wes Carter  
President, Atlantic Packaging | Founder, A New Earth Project